

SimpleOne

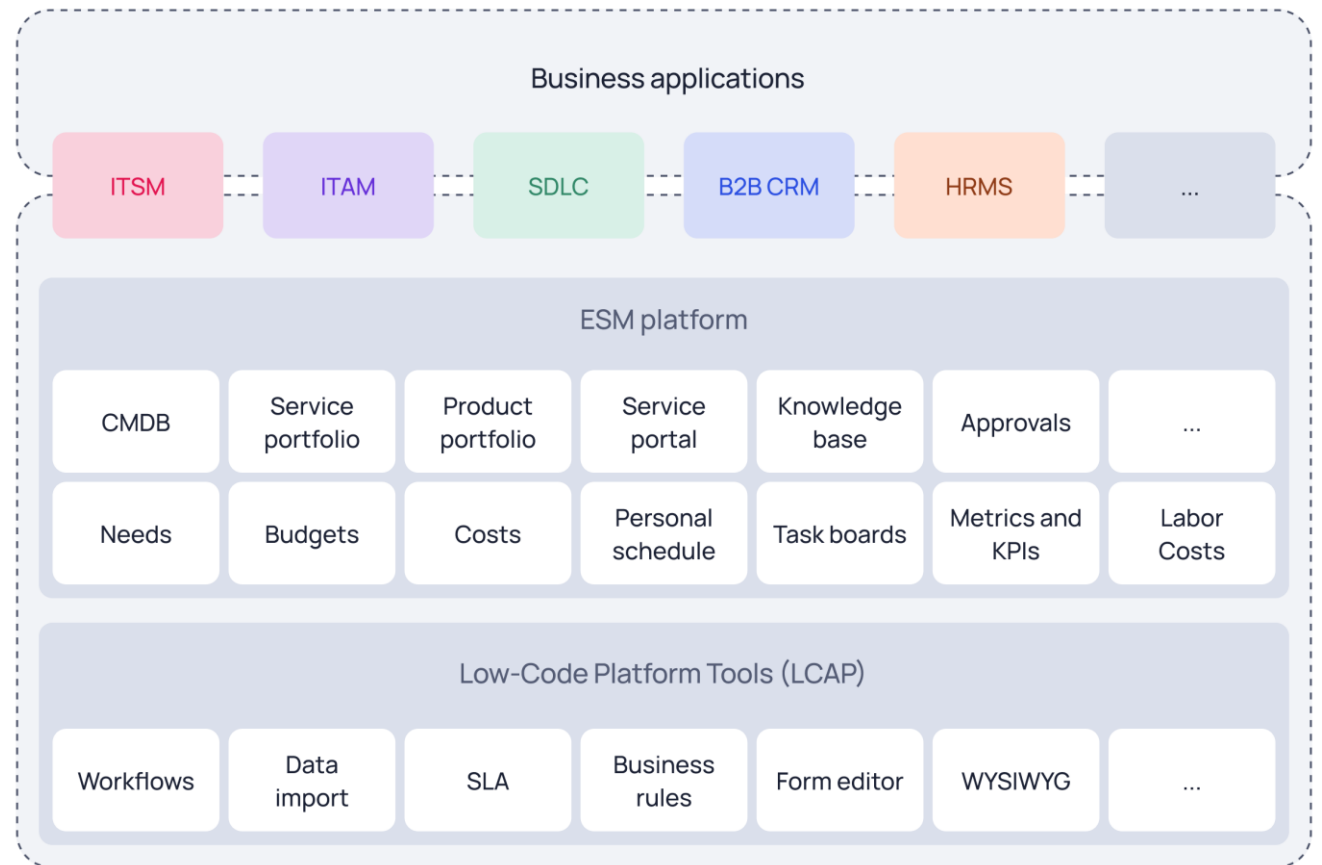
A unified service management system and low-code business process automation platform

The image displays several overlapping screenshots of the SimpleOne software interface, illustrating its capabilities in service management and business process automation.

- Incident Management:** A screenshot shows an incident titled "INC0000099 Dramatic increase in database size". It includes caller information (Oliver Smith, oliver.smith@example.com), company details (IT Service), and a timeline starting on 2025-01-29 at 14:54. SLA indicators show "105% Od 0h 1m" and "100% Od 0h 5m".
- Recruitment Request:** A screenshot shows a "Recruitment Request" for a "Marketing researcher" position. It details the status (Active: 8), assigned to (Nicole Jackson), and related records.
- Opportunity Management:** A screenshot shows an "Opportunity" for "SmartSpace / Prime" with a 90% probability and an estimated closure date of 21.02.2025. It includes financial details like revenue and margin.
- Reporting and Analytics:** A pie chart titled "Distribution of incidents by service" shows: Cloud Service = 3 (50%), Access to Network Resources = 2 (33%), and Software Installation or Upgrade = 1 (17%). A stacked area chart at the bottom shows "Cumulative Over Time" for various incident categories.
- Task Management:** A screenshot shows a Kanban board for "ITSM Widget Design (PRWJ)" with tasks in different stages like "In progress", "Review", and "Testing".

SimpleOne Ecosystem

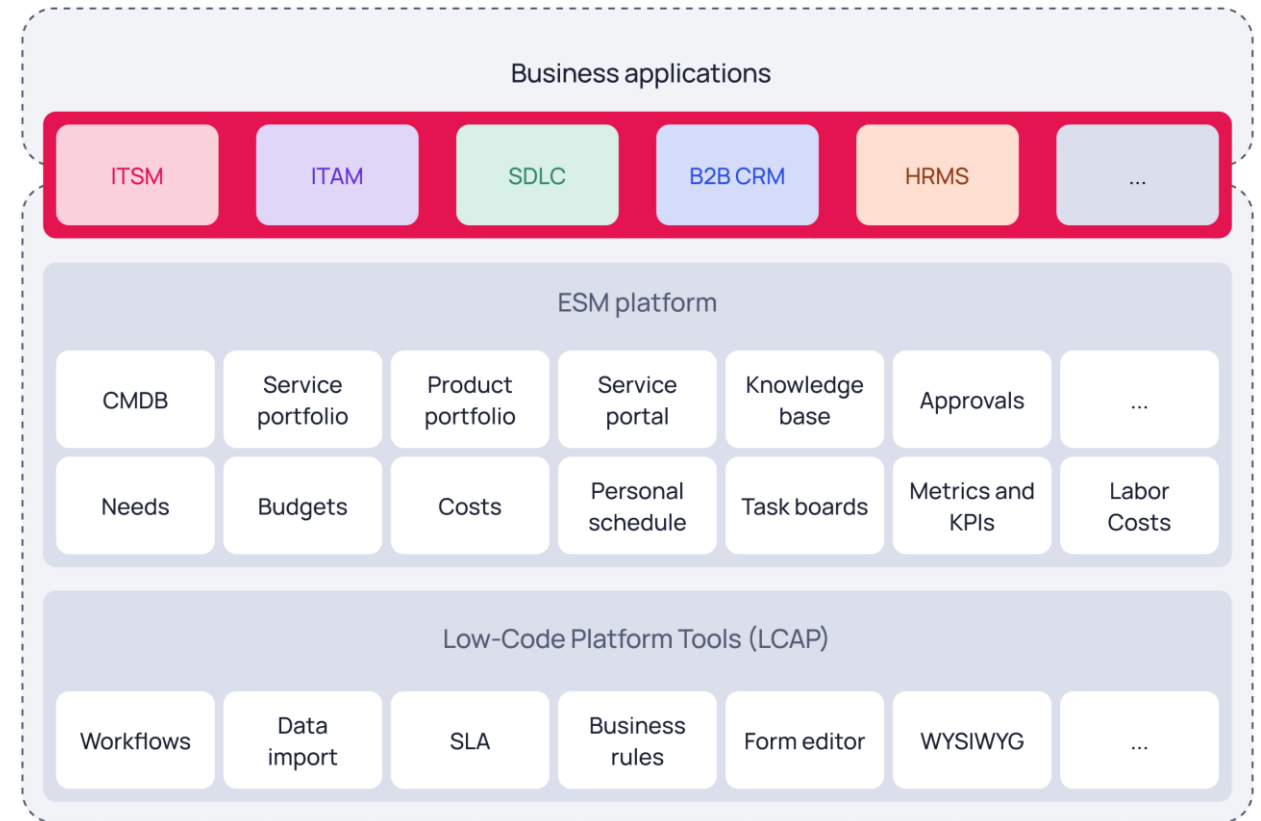
- 1. Business Applications:** Enterprise-level solutions for key business needs – ITSM, ITAM, HRMS, SDLC, and B2B CRM
- 2. ESM Platform:** General business automation tools and instruments for implementing a service-oriented approach – unified CMDB, SLA management, KPI tracking, and more
- 3. Low-Code Platform:** Visual modeling and automation tools enabling companies to independently create, develop, and deploy custom applications



Business Applications Level

Expertly crafted by the SimpleOne team, these out-of-the-box products are built on best practices and established processes to solve current business needs.

Every business application provides a foundation for end-to-end automation within a specific department and can extend to other areas of the organization.



The SimpleOne platform is a toolkit for rapid, independent development of business applications without vendor involvement

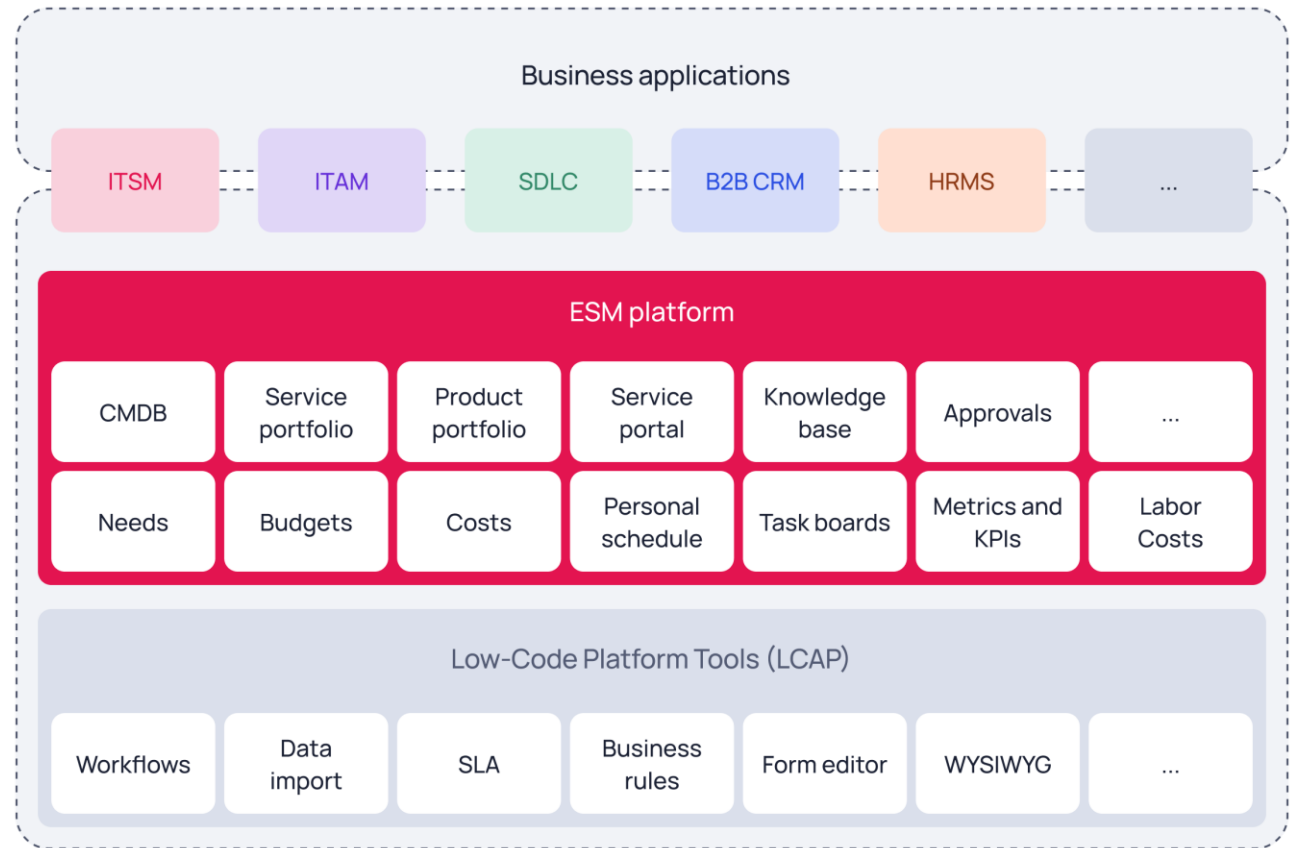
ESM Platform Level

An array of out-of-the-box services and tools, accessible right after deployment, designed to scale your service management approach and automate supporting business processes throughout all departments –including IT, HR, procurement, facilities, legal, etc.

Provides a unified system for record-keeping and engagement in shared processes – without requiring additional modules.

Enables you to add new capabilities with no integration costs by building a digital ecosystem on a single platform.

You're not just customizing business applications, you're creating your own digital products

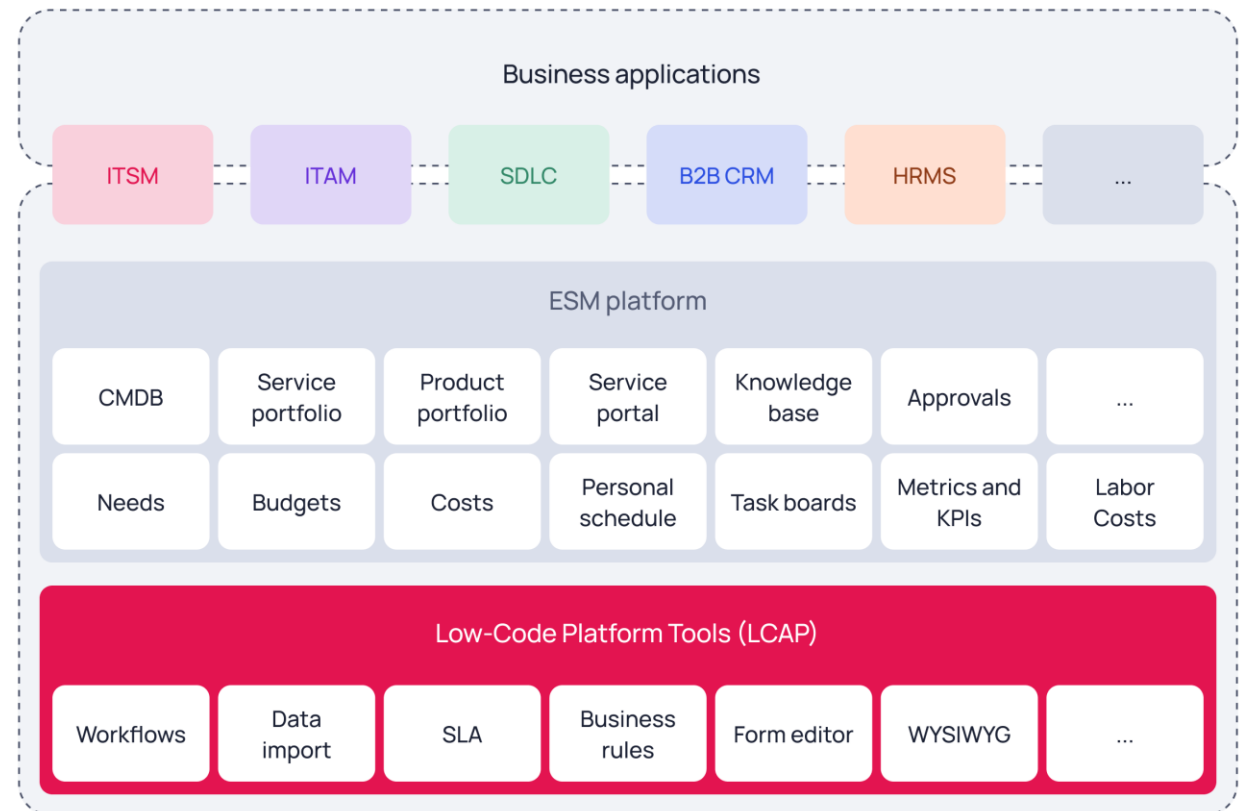


Low Code Application Platform Level

SimpleOne empowers companies and partners to automate processes and autonomously develop tailored business applications for any task – independent of vendor support.

Built-in **low-code** and **no-code** tools simplify development: visual designers, drag-and-drop interfaces, process templates, and ready-to-use components.

For complex scenarios, **pro-code** mode is available: JavaScript, REST API, and integration with other corporate systems.



Solutions Built on SimpleOne Platform

01	ITSM	IT process automation platform built with best ITIL practices in mind
02	ITAM	A system for asset management that optimizes the use of IT resources and provides infrastructure transparency in enterprise-level companies
03	SDLC	An application for developing software products and solutions based on agile methodologies
04	B2B CRM	A solution for complex B2B sales and marketing, tailored for enterprise-level businesses
05	HRMS	A solution for HR leadership, offering an HR service catalog, workflow automation, and integrated Business Intelligence (BI) capabilities

SimpleOne ITSM

An IT process automation system designed for risk reduction and enhanced efficiency in information technology utilization, based on ITIL best practices

Target Audience

- 01 C-Level IT Executives (CIO, CTO, CDO)
- 02 IT departments and technical support teams
- 03 IT process managers

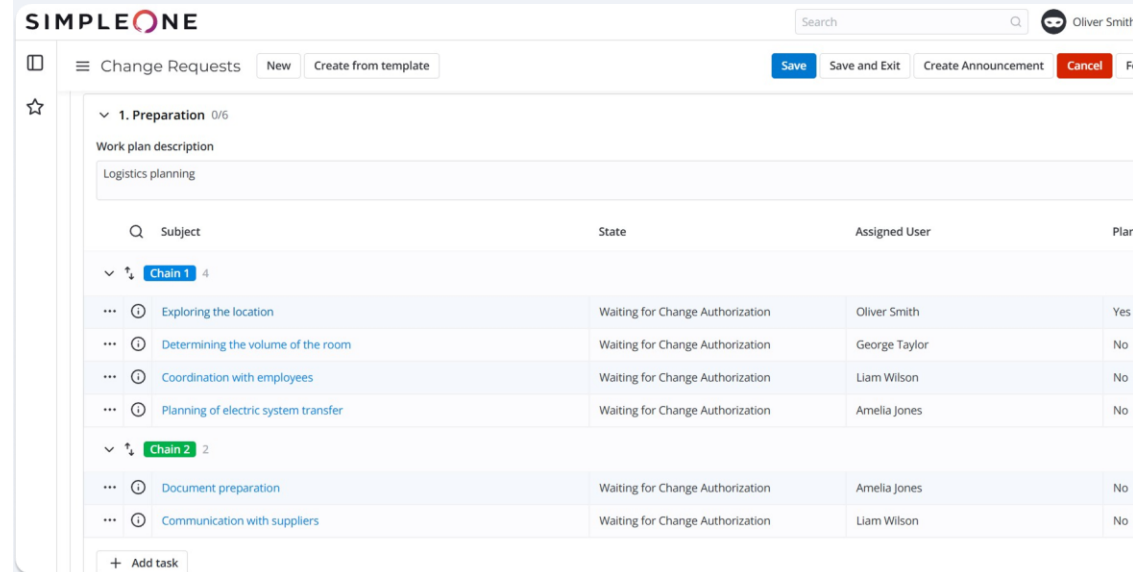
The screenshot displays the SimpleOne ITSM interface. On the left, a sidebar shows a list of incidents with columns for Number, State, and Caller. The main area shows a detailed view of incident INC0000099, 'Dramatic increase in database size', assigned to Oliver Smith. It includes a timeline, SLA status (105% over), and an overview section. A modal window shows a 'Distribution of incidents by service' pie chart with the following data:

Service	Count	Percentage
Cloud Service	3	50%
Access to Network Resources	2	33%
Software Installation or Upgrade	1	17%

The interface also features a search bar, a 'New' button, and various navigation and action icons.

Business Challenges Addressed by SimpleOne ITSM

- 01 ITIL-aligned centralized IT process management
- 02 A single point of contact for IT department operations
- 03 Increased satisfaction for both internal and external consumers of IT services
- 04 Transparency of IT processes and expectation management via a service catalog and SLAs
- 05 Minimized costs and risks through effective IT technology management
- 06 High availability of IT infrastructure



What SimpleOne ITSM can do

SimpleOne ITSM delivers automation of ITIL®4 practices

- 01 Service Request Management
- 02 Change Management
- 03 Service Portfolio Management
- 04 Monitoring Systems Integration
- 05 Managing Problems and Known Errors
- 06 Service Level Management (SLM)
- 07 Configuration Management (CMDB)
- 08 Incident Management
- 09 Knowledge Management and Service Definition

The screenshot displays the SimpleOne ITSM interface. At the top, there is a summary card for SLA with the title 'SLA' and a date 'till 2025-01-21 15:32'. Below this, three progress indicators are shown: a red bar for '156% - 0d 0...' labeled 'INC SLA HIG...', a blue bar for '88% 2d 3h 0...' labeled 'LOW 354h St...', and a grey bar for '0% 5d 0h 0m' labeled 'INC SLA LO...'. The main interface shows the 'SIMPLEONE' logo and a search bar. Below that, there is a navigation menu with 'Indicator' and 'New' buttons. The main content area is titled 'Typical query execution time (impact = Very High)'. It includes a form for configuration with the following fields and options:

- * Name:** Typical query execution time (impact = Very High)
- Agreement:** IT Consulting, Virtual Office, IT Infrastructure Setup, Ordering or Replacement of Equipment, Access to Network Resources, Software Installation or Upgrade
- * Commitment type:** Resolution Time
- * Table:** Service Request
- Inheritance:**
- Active:**
- Indication start time:** Defined by condition, Defined by field
- Indication breach time:** Defined by duration, Defined by field
- * Business Duration:** 1 days, 0 hours, 0 minutes, 0 seconds
- * Schedule:** 24x7
- * Timezone:**

SimpleOne ITAM

A system for asset management that optimizes the use of IT resources and provides infrastructure transparency

Target Audience

- 01 CIOs, IT Directors
- 02 Chief Digital Transformation Officers (CDTO)
- 03 Heads of Shared Services Center (SSC)
- 04 Procurement Directors & Managers

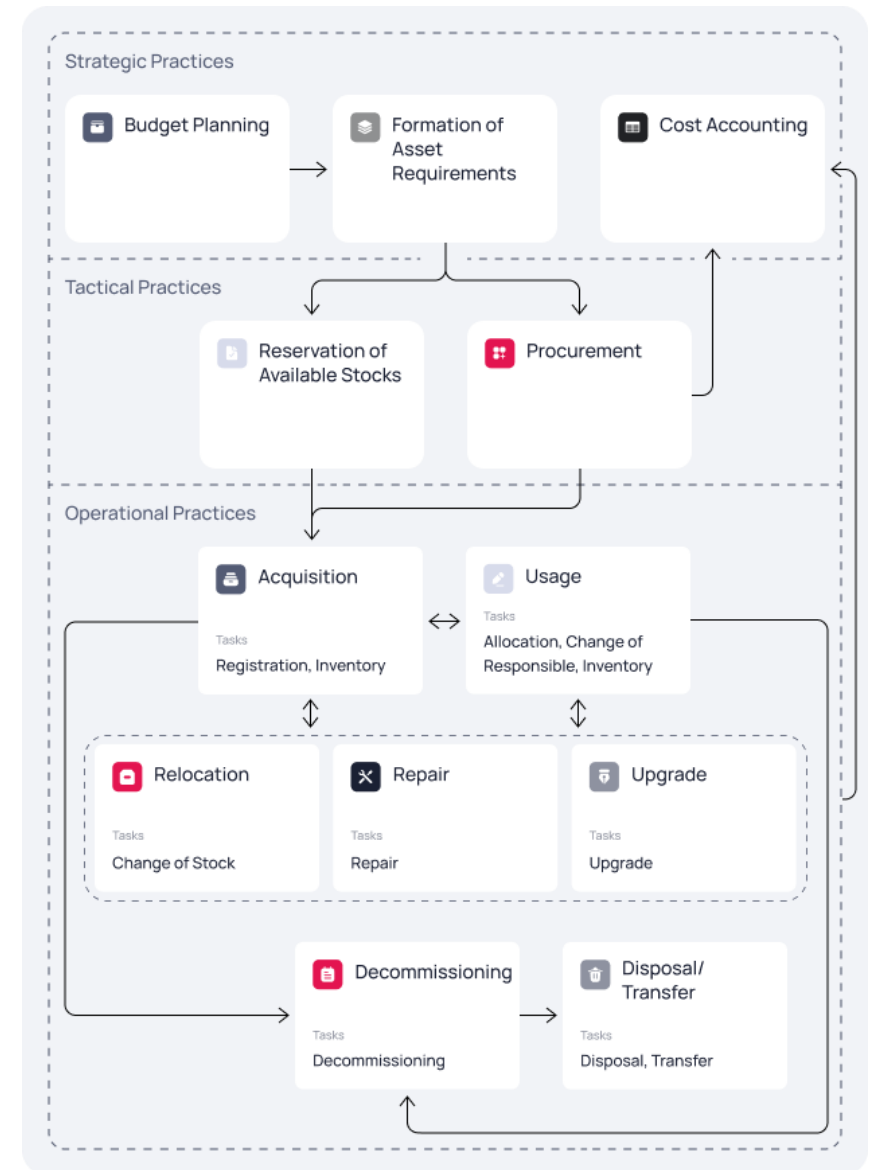
The screenshot displays the SimpleOne ITAM interface. At the top, there is a search bar and a user profile for Emma Brown. The main content area shows the details for asset A00017063, which is a Storage server INFORTREND NAS. The asset is marked as 'Under warranty'. A progress bar indicates the asset's stage, with a total duration of 57d 17h 49m and a start date of 2024-12-10 00:14. The interface includes various filters and dropdown menus for 'Stage' (In operation), 'State' (In use), and 'Operational state' (In order). There are also checkboxes for 'Spare parts kit', 'Consignment', and 'Permanent location'. A search bar at the bottom of the interface shows the address '1502, Sheikh Zayed Road, Dubai Media City...'. On the right side, there is a bar chart titled 'Available assets' showing the distribution of assets across different locations.

Location	Count
Innovation Hub, 80, Al Khaleel St, Dubai Internet City, Dubai	952
Tech Tower, Tower 1502, Sheikh Zayed Road, Dubai Media City, Dubai	490
Al Khayem Tower, Level 10, Al Marjan Island, Abu Dhabi	950
Business Centre Plaza Office 304, Al Khayem Road, Al Sabah Business District, Sharjah	1120



Business Challenges Addressed by SimpleOne ITAM

- 01 Lowering asset costs by optimizing the use of company resources
- 02 Managing a unified asset database for all departments and branches
- 03 Monitoring compliance with contractual obligations
- 04 Centralized identification of asset needs for streamlined procurement planning
- 05 Multi-dimensional reporting and analytics



SimpleOne ITAM Processes

Budget

- Budget creation
- Setting limits
- Tracking savings
- Approval
- Adjustment



Demands

- Maintaining nomenclature
- Model catalog
- Limit control
- Approval
- Consolidation



Purchases

- Handling rejections
- Vendor selection
- Contracting
- Purchasing procedure



Contract Management

- Contract approval
- Tracking deadlines
- Document management



Assets

- Registration
- Storage
- Inventory
- Change of responsible person
- Asset allocation

- Consignment allocation
- Maintenance and upgrading
- Transfer
- Decommissioning
- External transfer



Costs

- Tracking actual costs
- Costs related to assets, contracts, and financial responsibility centers
- Cost allocation across related assets
- Building cost allocation models



Integrations

ITSM

External Discovery Systems

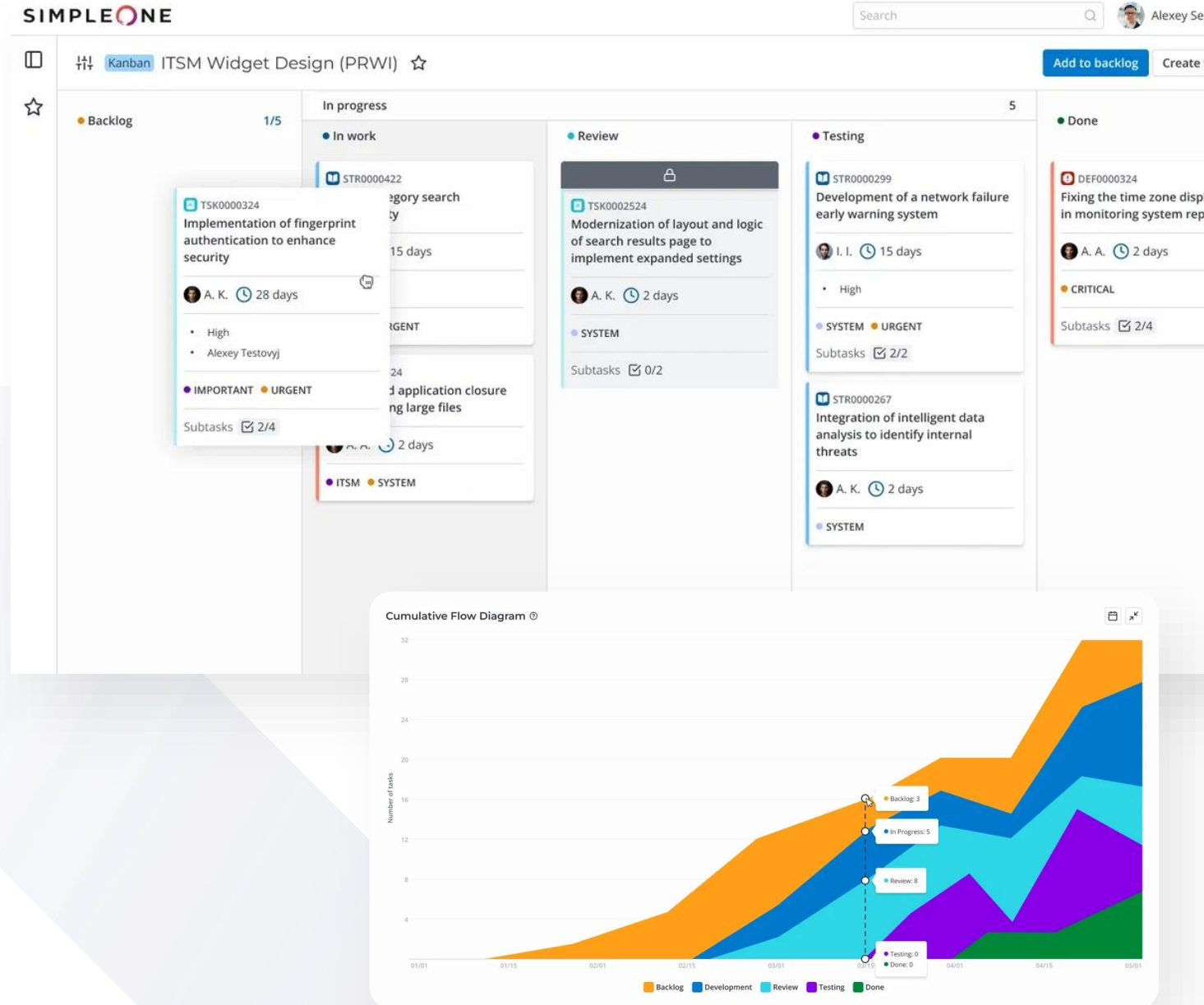
ERP-system

SimpleOne SDLC

An application for developing software products and solutions based on agile methodologies

Target Audience

- 01 IT directors
- 02 Heads of product development
- 03 Chief digital transformation officers (CDTO)
- 04 Heads of customer care
- 05 Change agents



Business Challenges Addressed by SimpleOne SDLC

-
- 01 Organizing a transparent and controlled product development process

 - 02 Uniting development and technical support teams through end-to-end processes with ITSM

 - 03 Optimizing project team resources through effort tracking

 - 04 Unifying data and workflows from disparate systems into a single platform

Key Product Development Management Processes in SimpleOne SDLC

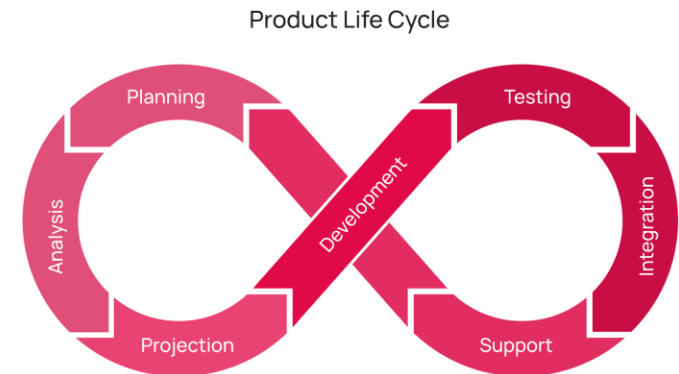
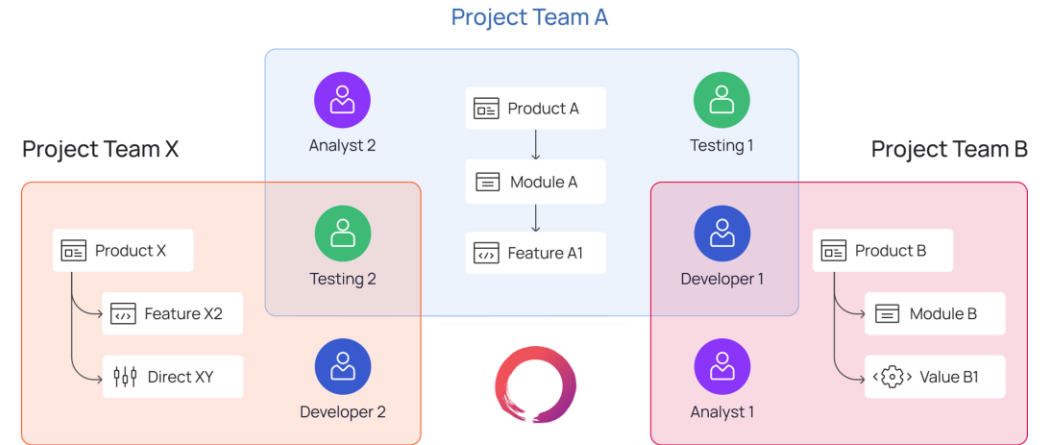
- 01 Development Management – organizing teamwork based on Agile methodologies

- 02 Product Portfolio Management – detailing products through infinitely nested modules and components

- 03 End-to-End ITSM Processes in Development Management – integrating technical debt and user requests into the development cycle

- 04 Integration with Git-family Systems – automated tracking of code modifications and their association with development tasks

- 05 Analytics & Dashboards – Providing visual insights into development progress through histograms, flow diagrams, and team velocity graphs



SimpleOne HRMS

An HRM system automating HR leadership functions and empowering effective personnel management

Target Audience

- 01 HR Directors
- 02 Heads of Learning and Development (L&D)
- 03 IT Directors
- 04 Heads of HR Department
- 05 HR Analytics Managers

The image displays four overlapping screenshots of the SimpleOne HRMS interface:

- Recruitment Request Dashboard:** Shows a progress bar for a recruitment request with stages: Under Consideration (5), Test Assignment (0), Interview with Manag... (2), Team Interview (0), Evaluation (0), Offer Sent (1), and Start Date (0). It also includes a 'Candidates' section with 8 active candidates and a 'General' tab for related records.
- Service Catalog:** A navigation menu with categories like Accounting (6), HR (8), Recruitment, Training, 360 Survey, Resignation Application, Onboarding, Expense Reimbursement, Sales (4), and Equipment (8).
- Activity Log:** A conversation log showing a message from Nicole Jackson on 05.02.2024 at 09:44:32: "Need to clarify additional requirements with the manager regarding...".
- Candidate Review by Status:** A bar chart showing the number of candidates in various stages for five individuals: Ruby Watson (12), Max Kelly (2), Victoria Smith (2), Ivan Tooney (1), and Samantha Adamson (1).

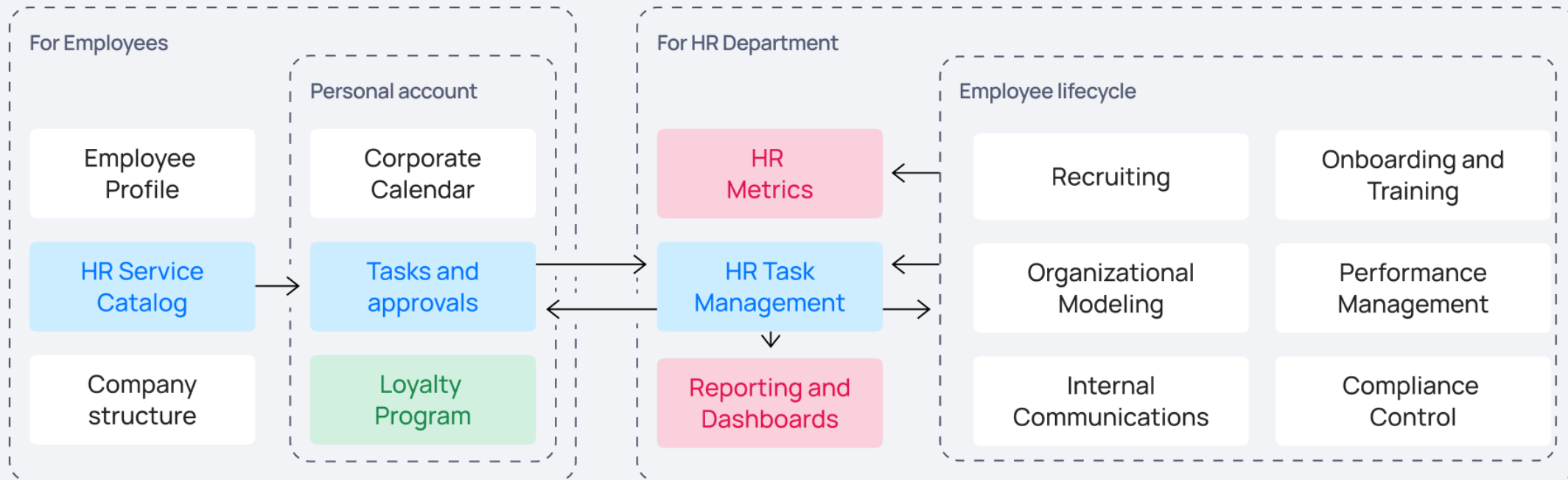
SimpleOne HRMS: Challenges it tackles

- 01 Automation of all key HR processes within the organization
- 02 Managing HR department processes and tasks, coupled with HR department performance assessment.
- 03 Unifying HR data and workflows from disparate systems into a single platform
- 04 Adapting to changing business needs, automating HR processes, and optimizing labor costs

The screenshot shows a user profile page for Nicole Jackson, a Senior Recruitment Specialist at SimpleOne. The page is divided into several sections:

- Header:** SIMPLEONE logo, Service Catalog, My Requests, Knowledge Base, and a search bar.
- Profile Section:** Includes a profile picture, name (Nicole Jackson), title (Senior Recruitment Specialist), and company (SimpleOne). Below this are fields for Login (nicole.jackson), Email (nicole.jackson@email.com), and Birthday (08.11).
- Work Group Section:** Lists Manager (Anna Human), Company (SimpleOne), Department (Recruitment), and Division (HRM).
- Career Growth Section:** Displays Hard skills (Data Analysis and Comparison, Study of Labor Market Trends, SimpleOne, Recruitment, Communication, IT Skills, Sales Skills) and Soft skills (Understanding Candidate Needs, Planning and Organizing Work Time, Teamwork, Adaptability to Changes, Willingness to Learn).
- Employee Information Section:** Lists Mobile Phone (+31 6 12345678), Work Phone (092 456734), Location (Amsterdam, Netherlands), Time Zone (Europe, Amsterdam), Work Schedule (5/7), Employment Status (Full-time), and Tenure (3 years 4 months, Long-term employee).
- Career Track Section:** A timeline showing roles: Junior Recruiter (1 year, 05-2021 to 05-2022), Recruitment Specialis... (2 years 3 months, 05-2022 to 07-2024), and Senior Recruiter (1 month, 07-2024 to present).

Unified Digital Framework for the HR Department and Company Employees



- Integrations
- Task management and service-oriented approach
- Analytics and reporting
- Functional modules

SimpleOne HRMS is a unified digital environment for the HR department and company employees, encompassing all key personnel management processes.

Key Personnel Management Processes in SimpleOne HRMS

HR department

- 01 HR Task Management

- 02 Reporting and Dashboards

- 03 Recruitment

- 04 Organizational Modeling

- 05 Onboarding and Training

- 06 Performance Management

- 07 Internal Communications

- 08 Employee Metrics

- 09 Compliance Control

Employees

- 01 HR Service Catalog

- 02 Employee Profile

- 03 Personal Account

- 04 Corporate Calendar

- 05 Loyalty Program

SimpleOne B2B CRM

A CRM system designed for enterprise-level B2B sales and marketing of complex products

Target Audience

- 01 Commercial Directors / CCOs
- 02 Marketing Directors / CMOs
- 03 CEOs / General Directors

The screenshot displays the SimpleOne CRM interface for a sales opportunity. The main record is for 'SmartSpace / Prime' with a probability of 90% and an estimated closure date of 21.02.2025. The opportunity is valued at 1,080,000.00 with an estimated revenue of 1,200,000 and a margin of 200,000. The sales direction is 'Hardware vendor'. The interface includes a progress bar for the sales stage, a 'General' tab with various fields, and a 'Smart Filling' sidebar with goal and terms sections. A 'Table: Lead' is visible at the bottom left, and an 'Impersonate' dialog is open at the bottom right, listing users like John Miller, Joseph Johnson, and James Johnson.

Category	Count
Assigned	177
New	12
Qualified	480
Disqualified	948

SimpleOne B2B CRM

Sales Management

- Well-defined lead and deal qualification process
- Managing cold outreach strategies
- Context-specific content delivery by deal stage
- Addressing client pain points and selection criteria

Marketing Management

- Partner portal
- Management of partner programs and partner tiers
- Deal registration management
- Partner specialist certification management

Partner Sales Support

- Partner portal
- Management of partner programs and partner tiers
- Deal registration management
- Partner specialist certification management

Service Management

- A unified platform for managing customers and IT services
- Automatic linking of customer requests to IT incidents
- Analytics and reporting on customer and IT metrics
- A unified self-service portal for customers and internal users

Developer Support

Dedicated Training Center

The platform offers in-depth training for developers and administrators across all proficiency levels

-
- 01 Structured courses on No-code, Low-code, and Pro-code development
 - 02 Certification programs to validate competencies and enhance knowledge levels



[SimpleOne Education](#)

Documentation

-
- 01 Certification programs to validate competencies and enhance knowledge levels
 - 02 Certification programs to validate competencies and enhance knowledge levels
 - 03 Certification programs to validate competencies and enhance knowledge levels











[Documentation](#)

Licensing

The licensing model varies based on the specific software product

- 01 User-based licensing (or Named User licensing)
- 02 Data volume licensing (or Capacity-based licensing)
- 03 Hybrid licensing (contains elements of several licensing models)

Product	By users	By volume
Platform		
ITAM		
ITSM		
HRMS		
SDLC		
B2B CRM		

Clients

DESSPORT



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Auchan



About SimpleOne

2019

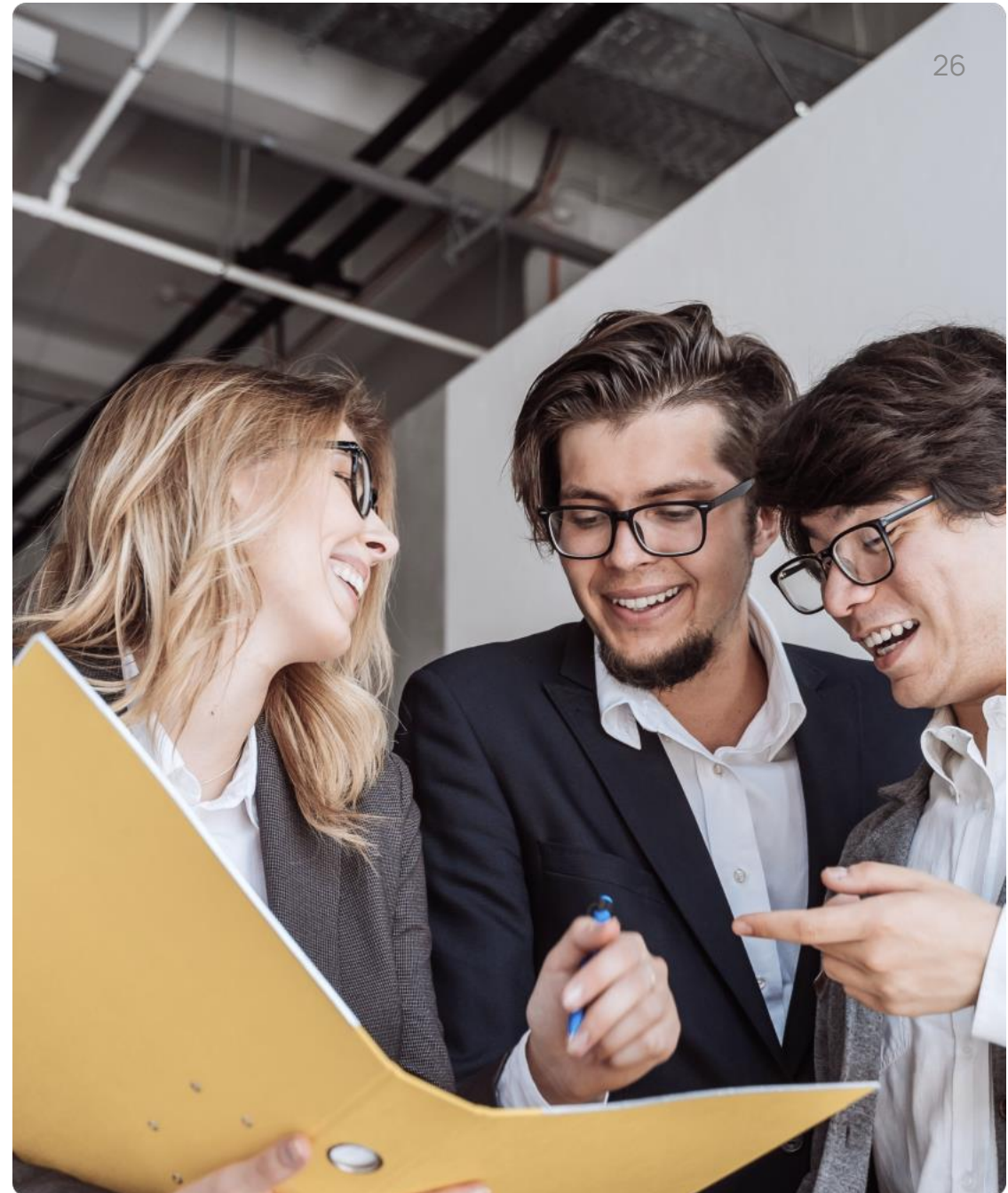
Company founded

150+

Employees

27 000+

Licenses sold



Thank you!

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